IN THE CLAIMS:

1.   (**Currently Amended**) A method for managing a vehicle telematics device subscription service cycle at a vehicle telematics device comprising:

    associating a vehicle telematics device with a vehicle telematics subscription service;

    maintaining subscription service data at the vehicle telematics device; and

    deactivating the vehicle telematics device at the vehicle at the expiration of the subscription service based on the subscription service data**, wherein the deactivating step comprises placing a communication from the vehicle telematics device and surrendering at least one identification number previously assigned to the vehicle telematics device**.

2.   (**Original**) The method of claim 1 wherein associating a vehicle telematics device with a subscription service comprises:

    configuring an enrollment event trigger parameter in the vehicle telematics device.

3.   (**Original**) The method of claim 2 wherein the enrollment event trigger is selected from the group consisting of number of ignition cycles, expired months, specific date and miles traveled.

4.   (**Original**) The method of claim 2 further comprising:

    determining an enrollment event based on the enrollment event trigger parameter;

    initiating an inbound communication from the vehicle telematics device responsive to a determination of an enrollment event;

    receiving a configuration data communication; and

    configuring an activation event trigger parameter and a maintenance event trigger parameter based on the received configuration data.

5.   (**Original**) The method of claim 4 wherein the configuration data communication includes telematics device subscription service data selected from the group consisting of: customer calling plan data, telematics device service provider data, telematics device authentication data and maintenance event data.

6.   (**Original**) The method of claim 4 further comprising:

activating the vehicle telematics device for operation with the subscription service.

7.   (**Original**) The method of claim 6 wherein activating the vehicle telematics device comprises:

determining an activation event based on the activation event trigger parameter;

initiating an inbound communication responsive to a determination of an activation event; and

registering an authentication key.

8.   (**Original**) The method of claim 4 wherein maintaining subscription service data at the vehicle telematics unit comprises:

determining a maintenance event based on the maintenance event trigger parameter;

initiating an inbound communication responsive to a determination of a maintenance event;

receiving a maintenance data communication having an updated maintenance event trigger parameter; and

configuring an updated maintenance event trigger parameter at the vehicle telematics device.

9.   (**Currently Amended**) The method of claim 1 wherein deactivating the vehicle telematics device **also** comprises disassociating the vehicle telematics device from the vehicle telematics device subscription service.

10.   (**Currently Amended**) A computer readable medium storing a computer program comprising:

computer readable code for associating a vehicle telematics device with a vehicle telematics device subscription service;

computer readable code for maintaining subscription service data at the vehicle telematics device; and

computer readable code for deactivating the vehicle telematics device at the vehicle at the expiration of the subscription service based on the subscription service data**, wherein the computer readable code carries out the deactivation by placing a communication from the vehicle telematics device and surrendering at least one identification number previously assigned to the vehicle telematics device**.

11.   (**Original**) The computer readable medium of claim 10 wherein computer readable code for associating a vehicle telematics device with a subscription service comprises:

computer readable code for configuring an enrollment event trigger parameter in the vehicle telematics device.

12.   (**Original**) The computer readable medium of claim 11 further comprising:

computer readable code for determining an enrollment event based on the enrollment event trigger parameter;

computer readable code for initiating an inbound communication from the vehicle telematics device responsive to a determination of an enrollment event; and

computer readable code for configuring an activation event trigger parameter and a maintenance event trigger parameter based on a received configuration data communication.

13.   (**Previously Presented**) The computer readable medium of claim 12 wherein the received configuration data includes vehicle telematics device subscription service data selected from the group consisting of: customer calling plan data, vehicle telematics

device service provider data, vehicle telematics device authentication data and vehicle telematics device maintenance event data.

14. **(Original)** The computer readable medium of claim of claim 12 further comprising:

computer readable code for activating the vehicle telematics device for operation with the vehicle telematics device subscription service.

15. **(Original)** The computer readable medium of claim 14 wherein computer readable code for activating the vehicle telematics device comprises:

computer readable code for determining an activation event based on the activation event trigger parameter; and

computer readable code for initiating an inbound communication responsive to a determination of an activation event to register an authentication key.

16. **(Original)** The computer readable medium of claim 12 wherein computer readable code for maintaining subscription service data at the vehicle telematics device comprises:

computer readable code for determining a maintenance event based on the maintenance event trigger parameter;

computer readable code for initiating an inbound communication responsive to a determination of a maintenance event; and

computer readable code for configuring an updated maintenance event trigger parameter at the vehicle telematics device based on a received maintenance data communication.

17. **(Original)** The computer readable medium of claim 10 wherein computer readable code for deactivating the vehicle telematics device comprises computer readable code for disassociating the vehicle telematics device from the vehicle telematics device subscription service.

18.   **(Original)** A system for managing a vehicle telematics device subscription service cycle at a vehicle telematics device comprising:

      means for associating a vehicle telematics device with a vehicle telematics subscription service;

      means for maintaining subscription service data at the vehicle telematics device; and

      means for deactivating the vehicle telematics device at the vehicle at the expiration of the subscription service based on the subscription service data<u>, **wherein the means for deactivating includes means for placing a communication from the vehicle telematics device and surrendering at least one identification number previously assigned to the vehicle telematics device**</u>.

19.   **(New)** The method of claim 1, wherein the identification number comprises an ID assigned to the telematics unit during a previous activation of the telematics unit.

20.   **(New)** The method of claim 1, wherein the identification number comprises a cellular telephone number.